

Abstract of Disclosure

A toy (10) equivalent to a storage medium containing communication start data and identification data is connected to an intermediate connection device (50) having identification data and connected to a PC (20). The PC (20) reads out the communication start data from the toy (10) and reads out identification data respectively from the toy (10) and the intermediate connection device (50). By a communication program started by the communication start data, the PC (20) establishes connection to a server (30) and transmits the read-out identification data to the server (30). The server identifies distribution data corresponding to a combination of the identification data received, according to the data identification table, and transmits the identified distribution data to the PC (20).